

# **WP EZ Rank Checker USER'S GUIDE**

## **WP EZ Rank Checker Documentation**

**WP EZ Rank Checker** is a wordpress plugin built to allow you monitor your websites keyword rankings on Google. This plugin also offers you the feature to comprehensively keep track of your keyword ranking progress in a structured data presentation. Additionally, it is integrated with keyword research tool that you can use to generate a list of keywords to use on your site.

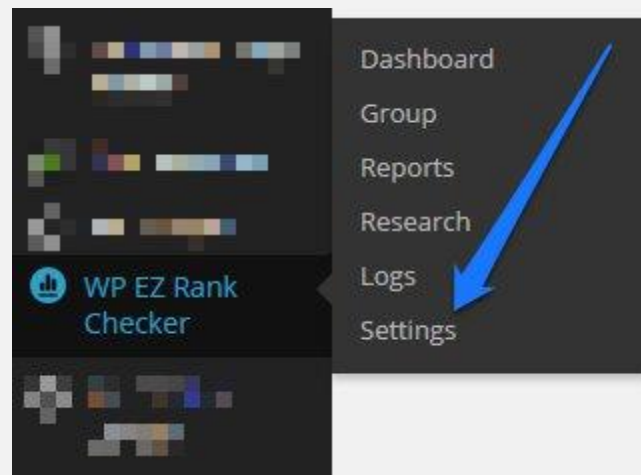
**Note:** This plugin comes with a lite version wherein the option that allows the user to preview the report of a certain website address is not available as well as the settings Google Country, Keyword Research Google, Keyword Research Language Letter. Lastly, the graphical representation of the report will not be available also.

# TABLE OF CONTENTS

<b>Title Page</b>	<b>1</b>
<b>Introductory Page</b>	<b>2</b>
<b>Table of Contents</b>	<b>3</b>
<b>How to Use WP EZ Rank Checker</b>	<b>4</b>
<b>Configuring the WP EZ Rank Checker Settings</b>	<b>4</b>
<b>Adding Keywords</b>	<b>5</b>
<b>Managing Keywords</b>	<b>7</b>
<b>Managing Group</b>	<b>8</b>
<b>Adding Group</b>	<b>8</b>
<b>Editing Group</b>	<b>9</b>
<b>Deleting Group</b>	<b>10</b>
<b>Reports</b>	<b>10</b>
<b>Research</b>	<b>13</b>
<b>Log</b>	<b>14</b>

## How to Use WP EZ Rank Checker

This guide assumes that you already have logged in to your wordpress admin area and successfully installed and activated **WP EZ Rank Checker**. Once the plugin has been activated, you should see from the left admin panel its plugin option. But before proceeding with the actual process of adding keywords, you would have to review and configure the **Settings** of the plugin as preferred.



## Configuring the WP EZ Rank Checker Settings

1. Hover your cursor over the WP EZ Rank Checker plugin option from the left admin panel and click **Settings**.
2. The **Settings** page should be similar to the image below.

Settings

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Google Country

---

Keyword Research Google

---

Keyword Research Language Letter

---

Auto Update Rank   
Set the automatic updating for all keywords. Updates will run every admin accessing the administrator page.

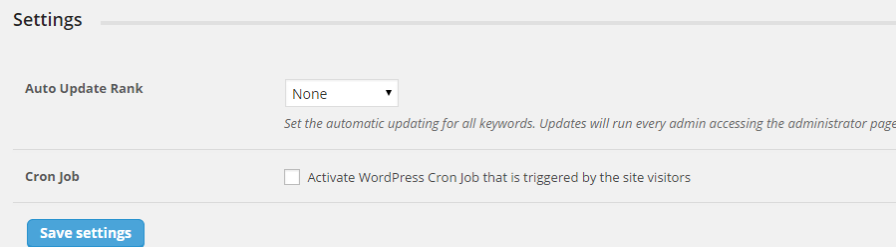
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Cron Job ☐ Activate WordPress Cron Job that is triggered by the site visitors

---

[Save settings](#)

**Note:** The image above is only applicable for users of the full version. Below is how the lite version's **Settings** page.



The screenshot shows the 'Settings' page for the lite version of the plugin. It features a title bar 'Settings' with a horizontal line. Below it, there are two settings sections. The first section is 'Auto Update Rank' with a dropdown menu set to 'None' and a small text note below it: 'Set the automatic updating for all keywords. Updates will run every admin accessing the administrator page.' The second section is 'Cron Job' with a checkbox that is currently unchecked and the text 'Activate WordPress Cron Job that is triggered by the site visitors'. At the bottom of the settings area is a blue button labeled 'Save settings'.

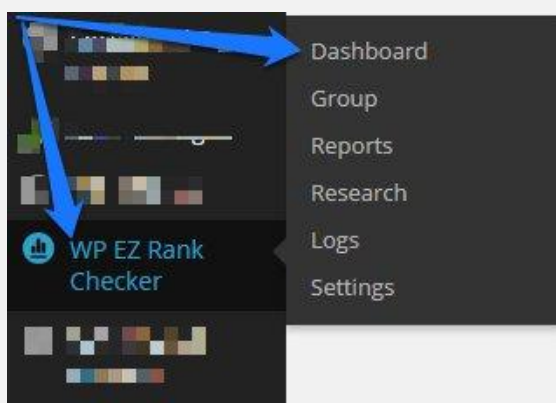
- **Google Country.** This option contains a list of domain names owned by Google each corresponds to a country you can use in keyword ranking analysis. By default, this is set to <http://google.com>. This option is not available in the lite version of the plugin.
- **Keyword Research Google.** This option contains a list of domain names owned by google each corresponds to a country you can set to use when performing a keyword research. This option is not available in the lite version of the plugin.
- **Keyword Research Language Letter.** Enter in this field a list of letters to be used as a reference in the process of keyword research each should be separated with a comma. This option is not available in the lite version of the plugin.
- **Auto Update Rank.** This option sets how frequent you would like to automatically update keyword rankings.
- **Cron Job.** Tick this checkbox to enable the option to activate WordPress Cron Job that is triggered by the site visitors.

3. Once you are through with you preferred settings and review, click **Save Settings** button to update the settings with the changes made.

## Adding Keywords

Once you have configured the options in the Settings page according to your preference, you may now proceed adding your keywords.

1. From the dashboard, click WP EZ Rank Checker option on the left admin panel or you can hover your cursor on the menu item and click **Dashboard**.



2. To add a keyword, click the blue **Add Keywords** button.



Dashboard

Add keywords

3. Once the button is clicked, it will trigger the display of a popup window just as shown in the image below where you can set certain information and add your keywords.

**Add New Keywords** [Close]

**Site**

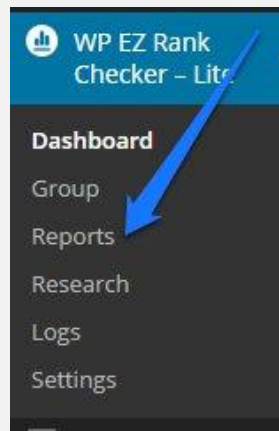
**Keywords**   
*Add your keywords, one keyword perline*

**Group** Instabuilder ▼ Add new group

**Add keywords**

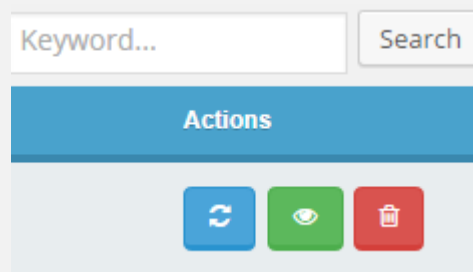
- **Site.** Enter the url of the site that contains the keyword(s) you would like to track.
- **Keywords.** Enter the keyword(s) you would like to track in this field. For multiple entries, add each keyword per line.

- **Group.** You can leave this option empty but for easier and more convenient data management, adding groups will be very helpful which is discussed [here](#).
4. Once done adding the necessary information, click **Add Keywords** to save your entry and display it in the dashboard. It would also enable the display of data in the **Rank Chart** and **Rank Records** as an overview on the bottom most part of the page. More detailed and comprehensive data should be available in the **Reports** page which is discussed more [here](#).



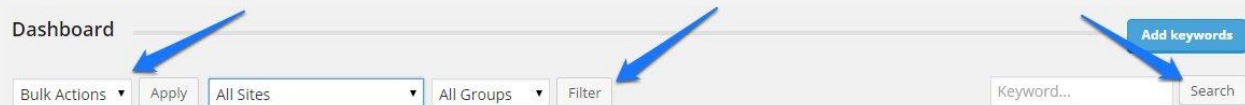
## Managing Keyword(s)

1. Under the **Actions** column of the **Dashboard** page are options that can help you in managing your keywords.



- **Update Keyword Ranking.** Represented by the blue button with the refresh icon. When clicked, this updates the keyword ranking data.
- **View Keyword Report.** Represented by the green button with an eye icon. When clicked, displays the report on the keyword in graphical representation under the **Rank Chart** tab. In addition, it updates the data in the **Rank Records** tab as well.

- **Delete.** Represented by a red button with the trash icon. When clicked, you will be prompted through a popup window to confirm your action as it is irreversible and data will be lost.
2. You can manage multiple keywords at once through bulk action and filter. Also, the dashboard page offers a search function should you require one in looking for a keyword to manage.

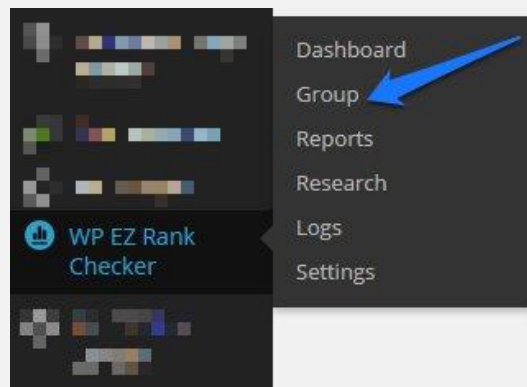


## Managing Group

Group is similar to categories wherein you can keep all relevant keywords together for an easier and more convenient data management.

## Adding a Group

1. To add a group, simply hover your cursor on the WP EZ Rank Checker option on the left admin panel and click **Group**.



2. On the Group page, supply the necessary information with the relevant details on the **Add New Group** section.



### Add New Group

Use the form below to add a new group.

**Name (\*)**

*The name is how it appears on your site.*

**Slug**

*The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.*

**Description**

*The description is not prominent by default; however, some themes may show it.*

Add new group

- **Name.** Specify how you would like this group to be named
  - **Slug.** The entry made in this field will be used to form a url and a few things related to the plugin and should be in lowercase and contains only letters, numbers, and hyphens. Leaving this field blank will trigger the plugins function to automatically supply it with data.
  - **Description.** Enter a description that would help you determine this group from the rest. This field is optional.
3. Once done adding the necessary information on the fields, click **Add New Group** button to save it.

## Editing a Group

1. To edit a group, hover your cursor on the WP EZ Rank Checker option on the left admin panel and click **Group**.
2. On the group page, previously created groups are listed on the right portion of the page in table format.
3. Edit a group by clicking the blue edit button on the same row as the name of the group.

1 item

Name	Description	Actions
Instabuilder	Instabuilder keyword group	 Edit  Delete
Name	Description	Actions



4. This should open up the **Edit Group** page where you can make the necessary changes on the data as preferred.
5. Once done with your edits, click **Save Change**.

## Deleting a Group

1. To delete a group, hover your cursor on the WP EZ Rank Checker option on the left admin panel and click **Group**.
2. On the group page, previously created groups are listed on the right portion of the page in table format.
3. Delete a group by clicking the red delete button.

1 item

Name	Description	Actions
Instabuilder	Instabuilder keyword group	 Edit  Delete
Name	Description	Actions

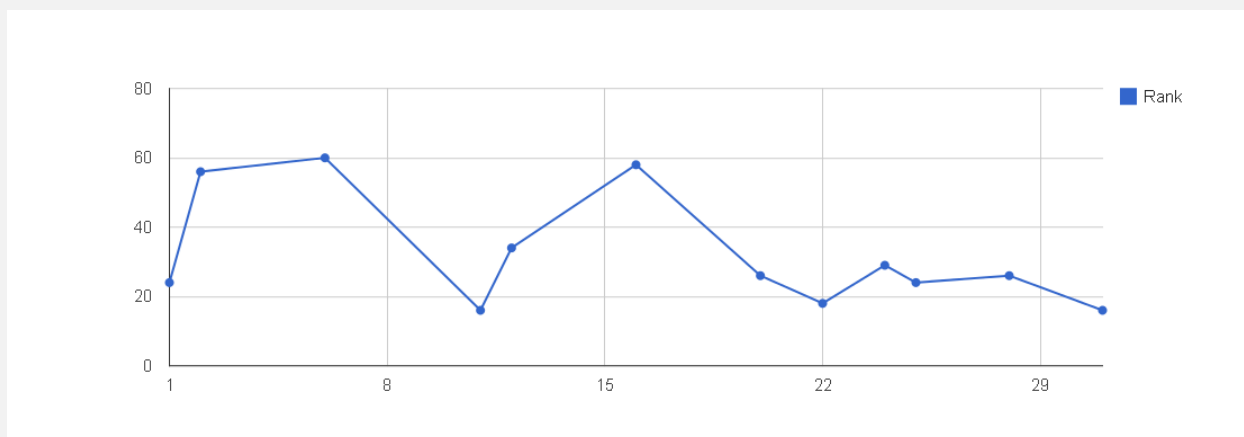


4. This would trigger a popup window that will prompt you to confirm the action. Remember that this process is irreversible.

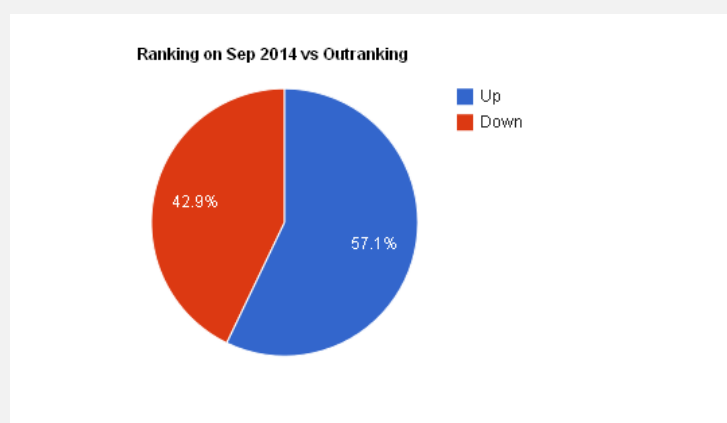
## Reports

The reports page provides detailed and comprehensive statistical report on your keyword rankings displayed in graphs, chart and tables. You can also set the filter options to generate statistical report of your preference.

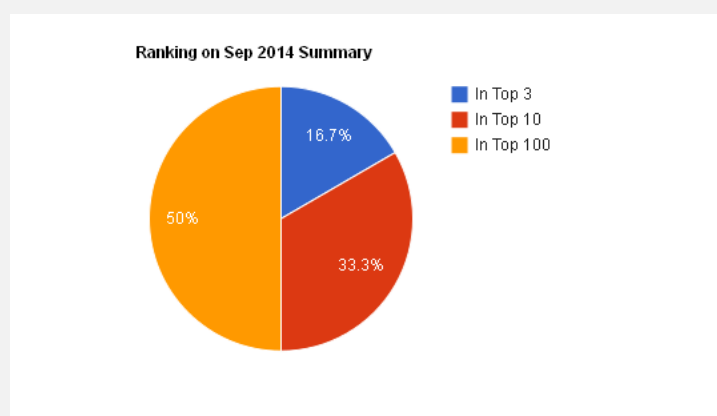
**Graph 1.** Shows the development of data on the number of ratings per month or per year. **Note:** Not available in lite version.



**Graph 2.** Displays the number of keywords' rank development either it ranked up or outranked. **Note:** Not available in lite version.



**Graph 3.** Displays the number of keywords that belongs in top 3, top 10 and top 100. **Note:** Not available in lite version.



**Table 4.** Displays 5 of your last ranking keywords.

#### 5 Last Ranking Records

No	Keyword	Date	Rank	
1	football	04 Sep 14, 12:00	1	→
2	soccerr	01 Sep 14, 12:00	10	↑ (+15)
3	ronaldo	01 Sep 14, 12:00	12	↓ (-5)
4	goal	01 Sep 14, 12:00	5	→
5	messi	01 Sep 14, 12:00	3	↑ (+1)

**Table 5.** Lists down your 5 best ranking keywords.

#### 5 Best Ranking Records

No	Keyword	Date	Rank	
1	football	04 Sep 14, 12:00	1	→
2	messi	01 Sep 14, 12:00	3	↑ (+1)
3	goal	01 Sep 14, 12:00	5	→
4	soccerr	01 Sep 14, 12:00	10	↑ (+15)
5	ronaldo	01 Sep 14, 12:00	12	↓ (-5)




**Table 6.** Lists down keywords that have recent increase in ranking.

#### Went Up

Keyword	Domain	Group	Current Rank
football	http://example.com	10	↑ (+15)
soccerr	http://example.com	1	↑ (+7)
ronaldo	http://example.com	2	↑ (+2)
messi	http://example.com	42	↑ (+2)










**Table 7.** Shows a list of keywords that have recent decline in ranking.

#### Went Down

Keyword	Domain	Group	Current Rank
messi	http://example.com	Primary	98  (-23)
soccerr	http://example.com	Superi	23  (-8)
football	http://example.com	Primary	8  (-2)

**Table 8.** Displays the current rankings of all of your keywords.

#### All Current Rankings

Keyword	Domain	Group	Current Rank
football	http://example.com	Primary	1  (+7)
soccerr	http://example.com	Test	1 
ronaldo	http://example.com	Primary	2  (+2)
messi	http://example.com	Primary	8  (-2)
goal	http://example.com	Superi	8 
offside	http://example.com	Primary	10  (+15)
rooney	http://example.com	Superi	23  (-8)
manchester	http://example.com	Superi	42  (+2)
arsenal	http://example.com	Primary	98  (-23)

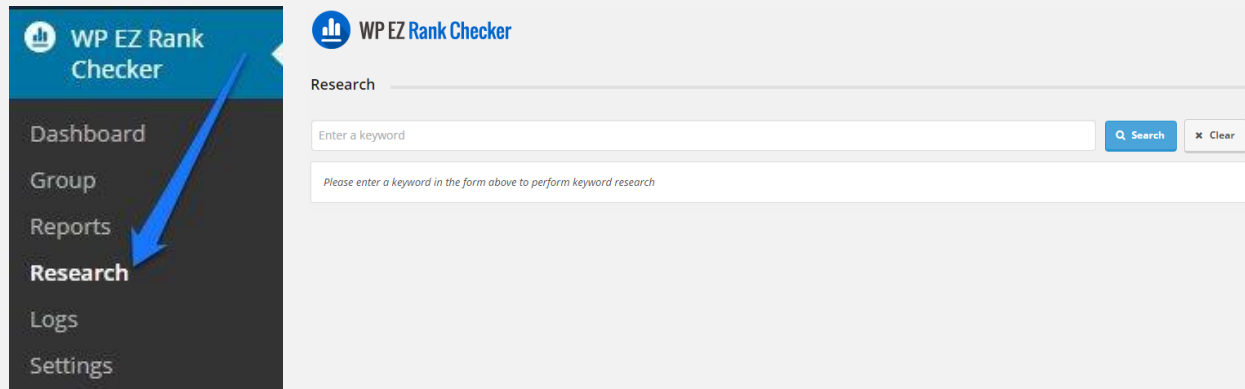
**Table 9.** Displays a summary of the current positions of your keywords in the top 3, top 10, top 100 and not in top 100 as well as the corresponding keyword counts.

#### Summary

Position	Keyword Count
In Top 3	3
In Top 10	6
In Top 100	9
Not In Top 100	0

## Research

This feature of the plugin allows you to search for keywords you can use on your website. You simply need to enter a keyword and click the **Search** button to generate a list of keywords. Check the ones you would like to use or check all by ticking the checkbox **Check/Uncheck All** then click **Show as List** button.



## Logs

The logs page displays a list of actions performed in managing keywords. This includes which has been successful and unsuccessful.

